

Columbia Broadcasting Co. and Columbia FM, Inc.
Annual EEO Public File Report

Covering Period from April 1, 2008 - March 31, 2009

The purpose of this EEO Report is to comply with Section 73.2080(c) (6) of the FCC's 2002 EEO Rule. This report as been prepared on behalf of the Station Employment Unit that is comprised of the following stations:

WHLM AM, Bloomsburg, PA

WHLM FM, Berwick, PA

and is required to be placed in the public inspection file of this station, and posted on their website.

The information contained in this report covers the time period beginning April 1, 2008 to and including March 31, 2009.

The FCC's 2002 EEO Rule requires that this report contain the following information:

1. A list of all full-time vacancies filled by the station comprising the station employment unit during the applicable period;
2. For each such vacancy, the recruitment source utilized to fill the vacancy, identified by name, address, contact person, and telephone number;
3. The recruitment source that referred the hiree for each full-time vacancy during the applicable period;
4. Data reflecting the total number of persons interviewed for full-time vacancies during the applicable period and the total number of interviewees referred by each recruitment source utilized in connection with such vacancies; and
5. A list and brief description of the initiatives undertaken pursuant to Section 73.208 (c) (2) of the FCC rules.

Appendices 1, 2, and 3, which follow have been designed, in the aggregate, to provide the required information. Please note that the numbers listed in appendix 1 under column titled "recruitment sources used," "recruitment source of hiree," and "interview source" refer to the number each source is assigned under the "source" column in appendix 2.

For purposes of this report, a vacancy was deemed "filled" not when the offer was extended but when the hiree accepted the job offer. A person was deemed "interviewed" whether he or she was interviewed in person and/or over the telephone.

WHLM – AM, Bloomsburg, PA

WHLM – FM, Berwick, PA

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Appendix 1
 Covering the Period from April 1, 2008 to March 31, 2009

Station Comprising Station Employment Unit:
 WHLM AM, Bloomsburg, PA
 WHLM FM, Berwick, PA

Section 1: Vacancy Information

Job Title	Recruitment Sources Used*	Number of Interviewees Generated From Recruitment Sources	Recruitment Source of Hiree*
Account Executive (Recruitment Period of 4/08 – 8/08)	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 16, 17	19	15, 5
Account Executive (Recruitment Period of 9/08 – 3/09)	1, 2, 3, 4, 5, 6, 8, 12, 13, 16, 17	23	1&2 (2 hires) 5 (2 hires)

** Please note that the numbers listed in appendix 1 under column titled “recruitment sources used,” “recruitment source of hiree,” and “interview source” refer to the number each source is assigned under the “source” column in appendix 2.*

The following table summarizes the number of job interviews during the reporting period and the referral sources for those interviewees:

Interview Source*	Number of Interviewees Referred
1&2 WHLM-AM, WHLM-FM	13
3 & 4 whlmam.com, whlmfm.com	6
5 PA Career Link	9
8 PA System (College Central)	1
15 Press Enterprise	4
16 Word Of Mouth	6
17 Walk-In	2
18 Craig’s List	1
Total Job Interviews:	42

** Please note that the numbers listed in appendix 1 under column titled “recruitment sources used,” “recruitment source of hiree,” and “interview source” refer to the number each source is assigned under the “source” column in appendix 2.*

***A list of interview sources, with corresponding numbers, can be found in Appendix two. WHLM invites organizations that regularly distribute employment information to request to be added to this list.*

***Recruitment sources not listed above, but utilized for recruitment, resulted in zero applicants.

WHLM – AM, Bloomsburg, PA
WHLM - FM, Berwick, PA

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Appendix 2

Covering the Period from April 1, 2008 to March 31, 2009

Station Comprising Station Employment Unit:
 WHLM AM, Bloomsburg, PA
 WHLM FM, Berwick, PA

Section 2: Recruitment Source Information

Source	Address	Phone	Contact Name
On-Air Promotions			
1. WHLM-AM*	124 E. Main St / Bloomsburg, PA 17815	570-784-1200	Joe Reilly
2. WHLM-FM*	124 E. Main St / Bloomsburg, PA 17815	570-784-1200	Joe Reilly
Station Websites			
3. www.whlmam.com	124 E. Main St / Bloomsburg, PA 17815	570-784-1200	Courtney Koski
4. www.whlmfm.com	124 E. Main St / Bloomsburg, PA 17815	570-784-1200	Courtney Koski
Employment Agencies			
5. PA Career Link*	351 Tenny St / Bloomsburg, PA 17815	570-784-1200	Diane Bubb
Internet Employment Agencies			
6. HelpWanted.com	www.helpwanted.com	admin@helpwanted.com	admin@helpwanted.com
7. ActiveHire.com	1705 Capital of Texas Highway / Austin, TX 78746	866-845-4747	Ryan Pierce / Frank Jackson
Colleges and Universities			
8. PA System (College Central)	East Stroudsburg University / East Stroudsburg, PA 18301	570-422-3219	Dennis B. Steigerwalt, PhD.
9. Bloomsburg University (College Central)	201 Warren Student Services/ 400 East Second Street / Bloomsburg, PA 17815	570-389-4070	Carol Barnett
10. University Of Scranton (College Central)	800 Linden Street / Scranton, PA 18510	570-941-5986	Cheryl Collarini
11. Marywood University (College Central)	Career Services Office / Marywood University / 2300 Adams Avenue / Scranton, PA 18509	570-348-6247	Alison McHale
12. Wilkes University	Conyngham Center /	570-408-4060	Ms. Carol Bosack-Kosek

(College Central)	Wilkes University / 84 West South Street / Wilkes-Barre, PA 18766		
13. Penn State – Hazleton Campus	Administration Building Room 215 / Penn State Hazleton Campus / 76 University Drive / Hazleton, PA 18202	570-450-3566	Dr. Kathy Maxwell
14. Luzerne Community College	Building 9 / 1333 South Prospect Street / Nanticoke, PA 18634	570-740-0450	Mary E. Ghilani
Newspaper			
15. Press Enterprise*	3185 Lackawanna Ave / Bloomsburg, PA 17815	570-784-6151	Patty
Other Sources			
16. Word Of Mouth	N/A	N/A	N/A
17. Walk – In	N/A	N/A	N/A
18. Craigs List	N/A	N/A	N/A

**Source refereed at least one hiree for open positions during the applicable period.*

WHLM – AM, Bloomsburg, PA
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Appendix 3

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Section 3: Supplemental Recruitment Activities Undertaken by WHLM stations:

Project Name:	Description of Project:
1 <i>Mentoring Program</i>	<p>1 Larry Hopper, Vice President of Marketing and Sales, and Jonathan Schwab, Account Executive spent time with students involved with SIFE, an organization from Bloomsburg University. Discussed marketing strategies and plans for local businesses and for an upcoming competition the students will be in.</p> <hr/> <p>4/30/2008: Two cub scouts came in for a tour of our radio station facilities. We showed them different parts of the station, and explained how radio works.</p> <hr/> <p>5/1/2008: Alex Davis, a student from Bloomsburg High School, came in to shadow the staff. He sat in during a live show, and then spent time talking to the different employees of the station. He learned about production, sales and marketing, business and office management, and internet.</p> <hr/> <p>6/3/2008: We provided another cub scout tour similar to the one described above.</p> <hr/> <p>**On 4/23/2009 a shadow day with another high school student is planned for Dakota Kistler of Bloomsburg High School.</p>
Sponsoring Job Fair	<p>4/29/08: The WHLM stations sponsored a job fair held at the Danville Elks (Danville, PA) by the Pennsylvania Career Link. The sponsorship included running commercials and displaying a poster to promote the job fair. The WHLM stations also set up a booth at the job fair manned by Larry Hopper, VP of Sales and Marketing, and Courtney Koski, Assistant Office Manager-Internet Director.</p> <hr/> <p>**On 4/9/09 the WHLM Stations plan to sponsor and attend another job fair put on by the PA Career Link. This one will be at the middle school in Lewisburg, PA.</p>

WHLM – AM, Bloomsburg, PA

WHLM - FM, Berwick, PA

This report was prepared by Courtney Koski, Assistant Office Manager on March 31, 2009.

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